

**CAEL QIS Family Involvement and Stakeholder Outreach and Advocacy  
Subcommittee  
Communication Plan draft Recommendations**

1. State, county and local agencies and organizations currently working with families that can assist to: 1) get information out to families, stakeholders and the community; 2) collect their input on the information to feed back to the subcommittees.
2. Develop templates of common and specific messages to be distributed to families, the early childhood education community/child care providers, and the general public/stakeholders. The offering of templates would include web-sites, information flyers, posters, brochures, video presentations, public service announcements, advertisements for local media and scripts for phone tree messages, twitters, email blasts, text messages, social networks, etc.
3. Establish a regulation requiring California Child Development Division funded contractors to provide information on the QRIS to all parents served prior to participating in the programs – Alternative Payment Programs, CalWORKS - Stage 2 & 3, Center based programs, California School Age Families Education (Cal-SAFE), Resource & Referral Networks, Centralized Eligibility List and Local Planning Councils. Secure outside expert assistance to develop branding, templates for distribution, and a public outreach plan.
4. Develop cost estimates for a public relations plan and explore ‘partnering with marketing classes through colleges and universities to assist with marketing via practicum projects.
5. Seek out corporate and agency sponsors.

**Timeline for the communication plan roll-out for each target group**

1. Be careful in the roll-out so the communication will be limited to the target areas and consider capacity
2. The pilot group should not focus on size but on LOCATION – urban, rural, each region participates
3. Strategies for outreach should include
  - Media
  - Training of stake holders,
  - Partners
4. Low cost – train spokespersons and trainers – LPC, R&R, CPIN
5. Start with the parents within the existing programs that are participating
6. Put info into the “Kit for New Parents” in the communities where the pilot is happening
7. Commit enough money for TA/mentor/coaching
8. Recommend using KEYS to quality programs rather than STARS. Focus on keys to relationships

## Target Group: FAMILIES

### Strategies:

Possible implementation methods including:

- a. face-to-face communication, parent meetings, family advocate
- b. newsletters, flyers, brochures, web-site postings/videos, radio-particularly ethnically focused media – specifically in the morning hours
- c. involve electronically connected parents phone tree messages, twitters, email blasts, text messages, social networks, etc.
- d. videos played during Doctor's visits, kits for parents/ information packet, hospital information packets
- e. all other public media formats: billboards, public transportation systems including tram/light-rail systems, public service announcements, milk cartons/cereal boxes, utility bills, Governor's association to be included in Family Friendly workplaces.

### Template Ideas for Families

1. Start with things that already exist  
Families
  - Family Partnership Initiative (FPI)
    - FPI Training Manual has many good elements
    - Parent Brochures and Poster have a hook in “how to play” and then add information about “this should be happening in quality child care”
  - Accessible documents
  - Target the “hook” idea to the setting (health info in pediatricians office)
  - There is a quality system coming
  - Why this should matter to them (without saying that only the highest level is good)
  - Parent quotes? (Peer reviews)
  - Website with various layers of information (starting simple)
2. Make sure low literacy materials are created. Include graphics. Information should be available in at least English and Spanish.
3. Use a Question and Answer approach from the parent's perspective with additional list of resources where parent can call
4. Possible questions to ask:
  - Do you have children between the ages of 0 and 5?
  - Do you need information on early learning (child care) environments such as preschool programs?
  - Do you know what to look for when choosing an early learning environment?
    - a. List quality indicators including rating system
  - How do I get more information on the rating system?
    - Ask child care provider, check website, community agencies
    - Include piece that reminds reader that the system is voluntary
5. Template:

- What are indicators of quality when choosing child care?
- Why do we need a quality rating system?
- What does it mean to your family?
  - a. What it is
  - b. Where to locate information about the rating
  - c. How do I learn more
    - i. who conducts the rating
    - ii. how often
    - iii. where might I locate the rating of a providers home
    - iv. who has to participate in the rating program

#### Quality Indicators for Early Care and Education

1. Healthy Physical Development contributes to “readiness to learn”
2. Children need to develop safe relationships with caregivers and peers
3. Quality indicators of Early Childhood include health as a cornerstone of healthy development.
4. Child providers need to have access to current information
5. Children should feel safe, respected, love
6. Family Involvement:
  - Are you welcome to drop in anytime?
  - Ratio/group size: Are there enough adults to interact with your child?
7. Staff
  - Do they have education and experience with caring for children?
  - Are they giving your children opportunities to experience their world?
  - Leadership: Are they growing in their expertise and sharing wit the community? Are there open lines of communication?

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#### Delivery Systems/Groups:

##### **Big Brothers & Big Sisters**

<http://www.bbbs.org/site/c.diJKKYPLJvH/b.1539751/k.BDB6/Home.htm?gclid=CLbqiInp458CFREbagodHWj7Ww>

##### **California Centralized Eligibility List Local county list**

<http://www.cde.ca.gov/sp/cd/ci/cdcelscontacts.asp>

##### **California Council of Churches**

<http://www.calchurches.org/projects7.html>

##### **California Early Start, main site**

<http://www.dds.ca.gov/EarlyStart/Home.cfm>

##### **California Resource & Referral Network State and local service**

<http://www.rnetwork.org/>

##### **California State PTAs**

<http://www.capta.org/>

##### **CHIPS**

<http://www.cdph.ca.gov/programs/Pages/CHIPandRHSPProgram.aspx>

**Family Resource Centers Network of California**

<http://www.frcnca.org>

**Healthy Families**

<http://www.healthyfamilies.ca.gov/Home/default.aspx>

**KQED Public Media and PBS for Northern California**

<http://www.kqed.org/w/ncpb>

**KCET Public Media and PBS for Central and Southern California**

<http://www.kcet.org>

**Parent Institute for Quality Education**

<http://piqe.org/index.php>

**Regional Center list**

<http://www.dds.ca.gov/RC/RCList.cfm>

**Salvation Army**

[http://www.salvationarmyusa.org/usn/www\\_usn\\_2.nsf](http://www.salvationarmyusa.org/usn/www_usn_2.nsf)

**WIC**

<http://www.cdph.ca.gov/PROGRAMS/WICWORKS/Pages/default.aspx>

**YMCA**

[http://www.ymca.net/programs/programs\\_for\\_child\\_care.html](http://www.ymca.net/programs/programs_for_child_care.html)

[http://www.ymca.net/resources\\_for\\_families/resources\\_for\\_families.html](http://www.ymca.net/resources_for_families/resources_for_families.html)

**YWCA**

<http://www.ywca.org/site/pp.asp?c=nmL7InPdG&b=53780>

**Target Group: PROGRAMS/PROVIDERS**

**Strategies:**

Utilize existing strategies of ongoing communication via state wide provider associations and consortiums, community colleges, training organizations, conferences, workshops, and web-site information.

**Template Ideas for Programs/Providers**

- Define the field, using some of the information from CDE Foundations about the titles of the workers (infant care teachers, preschool teacher which includes family child care)
  - Let people see how they fit into the CAEL QIS
  - Start with a simple message about the umbrella of who makes up the field as intended in the CAEL QIS
  - What are the elements and why (long-term outcomes)
1. Purpose, benefits to provider and children,
  2. Design, access to information (where/how – maybe a website)

- Include standards of quality care (regardless of the information location)
- 3. Participation in the Rating System is voluntary
- 4. System provides support and has incentives
- 5. System respects individuality of the provider/center.
- 6. Information needs to be easily accessible and non-intimidating
- 7. How the CAEL QIS plan was developed and time spent to development. The plan will continue to modify and change.

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### **Delivery Systems/Groups:**

#### **California Childcare Health Program**

<http://www.ucsfchildcarehealth.org/>

#### **California Department of Education, Child Development Division funded programs main state web site**

<http://www.cde.ca.gov/sp/cd/>

- Center based early childhood education programs
- Alternative payment program
- Stage 2 CalWORKs program
- Stage 3 CalWORKs program
- California School Age Families Education (Cal-SAFE)
- Centralized Eligibility List
- California Child Care Resource & Referral Network, state and local level for parents & providers: Web site posting, parent survey, parent meetings, one-on-one, newsletter, Literature- brochures, flyers
- Local Planning Councils, to community and to membership – organization network

#### **California Head Start State Collaborative Office**

<http://www.cde.ca.gov/sp/cd/re/chssco.asp>

*Head Start Agencies*

<http://caheadstart.org/Roster.pdf>

*Head Start, California*

<http://caheadstart.org/index.html>

#### **California Inter Tribal Council**

<http://www.itccinc.org/>

*Child care*

<http://www.itccinc.org/childcare.asp>

#### **Community Care Licensing**

<http://www.cclد.ca.gov>

*City & County offices*

<http://www.cclد.ca.gov/res/pdf/CCListingMaster.pdf>

#### **First 5 of California region list**

<http://www.f5ac.org/regionlist.asp>

#### **California Parent Information Resource Center**

<http://www.calpirc.org/>

*CALPIRC Regional site list*

<http://www.calpirc.org/downloads/brochures/state-regional-map/view.html>

**Community Network for Children & Families Health Clinics**

<http://www.cacfs.org/AboutUs/>

**County Offices of Education**

<http://www.cde.ca.gov/re/sd/co/index.asp>

School District web sites

<http://www.cde.ca.gov/re/sd/>

**California Association for the Education of Young Children**

<http://caeyc.org/main/page/navhome>

**California Association for Family Child California**

<http://www.cafcc.org/>

**Child Care Health Connections Newsletter for California Child Care Professionals**

<http://www.ucsfchildcarehealth.org/html/pandr/newslettermain.htm>

**California Childcare Health Program**

<http://www.ucsfchildcarehealth.org/>

**California Department of Education, Nutrition Services Division**

<http://www.cde.ca.gov/ls/nu/>

**Child Development Training Consortium**

<http://www.childdevelopment.org/cs/cdtc/print/htdocs/home.htm>

**Community colleges**

<http://www.cde.ca.gov/re/sd/results.asp?Nocache=2%2F8%2F2010+1%3A36%3A42+PM>

**State colleges**

<http://www.cde.ca.gov/re/sd/results.asp?Nocache=2%2F8%2F2010+1%3A36%3A42+PM>

**University systems**

<http://www.cde.ca.gov/re/sd/results.asp?Nocache=2%2F8%2F2010+1%3A36%3A42+PM>

**National Association for the Education of Young Children**

<http://www.naeyc.org/>

**National Association for Family Child Care**

<http://www.nafcc.org/include/default.asp>

**Target Group: PUBLIC and STAKEHOLDERS**

**Strategies:**

1. General public information: Web-site information, billboards, information placed on public transportation systems including tram/light-rail systems, public service announcements, public television infomercials, milk cartons/cereal boxes, Governor's association to be included in Family Friendly workplaces, utility bills Community papers, church newsletters, school newsletters and affiliated websites, DVD's, video streams.
2. Grassroots and community organizations: Resource tables at local events, community fairs, health fairs, Town Hall meetings, swap meets, book fairs,

farmer's markets and festivals. Post information/posters at park and recreation programs, summer camps, libraries, schools and churches, dance studios, gymnastic studios, chain stores such as Target, Wal-Mart and children's sport leagues - baseball, football, soccer in the languages of the community.

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### **Template Ideas for Stakeholders and Public**

The public wants to know:

1. Why is this a benefit to me and to my company/organization
    - More stable workforce because children are in quality child care
    - Prepare California's children for entrance into public school system
    - Support parents in their roles as first teacher
  2. What is the economic advantage
    - Less employee absenteeism
    - Children better prepared to learn, less remedial costs required
  3. Is it worth the money
  4. Look at demographics
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### **Delivery Systems/Groups:**

#### **State wide public transport association link**

<http://www.apta.com/resources/links/unitedstates/Pages/CaliforniaTransitLinks.aspx>

#### **California Department of Public Health**

<http://www.cdph.ca.gov/Pages/Default.aspx>

#### **California Department of Health & Social Services**

<http://www.dss.cahwnet.gov/cdssweb/default.htm>

#### **California Department of Developmental Services**

<http://www.dds.ca.gov/DDSHomePage.cfm>

#### **California Department of Education: Main web-site**

<http://www.cde.ca.gov/index.asp>

#### **First 5 of California**

<http://www.ccfc.ca.gov/>

#### **California State Libraries**

<http://www.library.ca.gov/>

#### **Workforce and Business Outreach Chamber of Commerce**

<http://www.calchamber.com/businessresources/pages/localchambers.aspx>

#### **Job training centers**

<http://etpl.edd.ca.gov/>

[http://www.edd.ca.gov/jobs\\_and\\_training/pubs/osfile.pdf](http://www.edd.ca.gov/jobs_and_training/pubs/osfile.pdf)

#### **WorkSource Centers and job placement agencies**

(Local Workforce Investment Boards)

<http://www.worksourcecalifornia.com/default.htm>

**Department of Motor Vehicles**

<http://www.dmv.ca.gov/>

**California Public Utilities**

<http://www.cpuc.ca.gov/puc/>